

## ABSTRACT OF THE DISCLOSURE

The present invention provides a method for managing promotional telematics services within a telematics equipped mobile vehicle. The method

5 includes receiving a request to initiate at least one telematics service, determining if the at least one requested telematics service is associated with a special billing plan, and implementing the special billing plan responsive to the determination. The method may further include operating the telematics unit within the at least one requested telematics service. The step of implementing

10 the special billing plan responsive to the determination may include determining if a remaining special time value of the special billing plan is not equal to zero, decrementing the remaining special time value when the remaining time value is not equal to zero, and incrementing a special billing time value when the remaining time value is zero. The remaining time value may be a predetermined

15 time value.